ORDER

Orders Order / Rev: 1571657 Alt Order #: Product Desc: Aug 23 Mayoral Election Estimate: **WSFA** Flight Dates: 08/19/16 - 08/23/16 Primary AE: Kerry Morrison Original Date / Rev: 08/19/16 / 08/23/16 Sales Office: WSFA Order Type: Political Sales Region: Local Agency Name: Kalaful Productions **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Calendar PO Box 830024 Billing Cycle: **EOM** Tuskegee, AL 36083 Agency Commission: 15% Advertiser Name: POL/Haygood, Lawrence/Mayor New Business Thru: 08/19/17 Demographic: A18+ Order Separation: 00:15:00 Product Codes: PL555 Advertiser External ID: Priority: P 4

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/31/16	27	\$3,495.00	\$2,970.75

Revenue Codes:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	27	\$3,495.00	\$2,970.75	0.00
Totals	27	\$3,495.00	\$2,970,75	0.00

General

Agency External ID:

Unit Code:

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kerry Morrison			Start Of Order - End Of Order	100%

Agency, Political, Pol-Candidate

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WSFA 0	8/22/16	08/23/16	Today in Alabama Today in Alabam		5-530a	MT	:30	2	\$100.00P 4	0.00 NM	2	\$200.00
<u>Start I</u> Week: 08/22	/16	End Date 08/28/16	Weekdays MT	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
N 2 WSFA 0	8/22/16	08/23/16	Today in Alabama Today in Alabam		528am-6am	MT	:30	2	\$110.00P 4	0.00 NM	2	\$220.00
Start I Week: 08/22		End Date 08/28/16	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$110.00	Rating 0.00						
N 3 WSFA 0	8/22/16	08/23/16	Today In Alabama Today In Alabam		6a-7a	MT	:30	4	\$200.00P 4	0.00 NM	4	\$800.00
Start [Week: 08/22		End Date 08/28/16	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
N 4 WSFA 0	8/19/16	08/22/16	WSFA 12 NEWS WSFA 12 NEWS		M-F 4-430P	MF	:30	1	\$40.00P 4	0.00 NM	2	\$80.00
<u>Start I</u> Week: 08/15/ Week: 08/22/	/16	End Date 08/21/16 08/28/16	Weekdays F M	Spots/Week 1 1	<u>Rate</u> \$40.00 \$40.00	Rating 0.00 0.00						
N 5 WSFA 0	8/19/16	08/22/16	WSFA 12 NEWS WSFA 12 NEWS		M-F 430-5P	MF	:30	1	\$40.00P4	0.00 NM	2	\$80.00
Start E Week: 08/15/ Week: 08/22/	/16 (/16 (End Date 08/21/16 08/28/16	Weekdays F M	Spots/Week 1 1	<u>Rate</u> \$40.00 \$40.00	Rating 0.00 0.00						
N 6 WSFA 08	8/19/16	08/22/16	WSFA 12 News a WSFA 12 News a		5-530pm	MF	:30	1	\$185.00P 4	0.00 NM	2	\$370.00

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WSFA

Order / Rev: 1571657 Advertiser: POL/Haygood, Lawrence/Mayor

Alt Order #:

Aug 23 Mayoral Election

Flight Dates: 08/19/16 - 08/23/16 Product Desc:

Estimate:

Ln Ch Star	t End	Inventory Code	Break	Start/End	Time Day:	s Len S	nots	Rate Pri	Rtg Type	Snote	Amount
N 6 WSFA 08/19		WSFA 12 News	at Five Comm		MF		1	\$185.00P 4	0.00 NM		\$370.00
<u>Start Date</u> Week: 08/15/16	08/21/16	WSFA 12 News : WeekdaysF	at Five Spots/Week 1	<u>Rate</u> \$185.00	Rating 0.00						
Week: 08/22/16	08/28/16	M	1	\$185.00	0.00	***************************************					
N 7 WSFA 08/19	/16 08/22/16	WSFA 12 News a WSFA 12 News		6-630pm	MF	: :30	1	\$350.00P 4	0.00 NM	2	\$700.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/15/16 Week: 08/22/16	08/21/16 08/28/16	F M	1	\$350.00 \$350.00	0.00 0.00						
N 8 WSFA 08/19		WSFA 12 News a			MF	: :30	1	\$300.00P 4	0.00 NM	2	\$600.00
Start Data	End Data	WSFA 12 News a		5 .							
Start Date Week: 08/15/16	End Date 08/21/16	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
Week: 08/22/16	08/28/16	M	1	\$300.00	0.00						
N 9 WSFA 08/22/	16 08/23/16	Today in Alabama Today in Alabama		430-5a	MT	:30	2	\$5.00P 4	0.00 NM	2	\$10.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/22/16	08/28/16	MT	2	\$5.00	0.00						
N10 WSFA 08/20/	16 08/20/16	SYN 430-10a SA/ Absolutely Alabar		530-6am	~	S- :30	1	\$10.00P 4	0.00 NM	3	\$265.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/15/16 Spot Ch Date R	08/21/16	S- escription	1 Start	\$10.00 <u>End Time</u>	0.00	Madria	1		D		
		<u>escription</u> YN 430-10a SA/SL	J 530-6			Weekdays	<u>Lenc</u>		Rtg Type 0.00 NM		
	0.2,10.3,10.4					Ju	•	30 (0.00)	0.00 10101		
2 WSFA 08/23/1	6-08/23/16 W	SFA 12 NEWS AT	4PM M-F	4-430P		-T	;	30 \$40.00	0.00 NM		
⊕ MG for 12.	1,11.1,10.1 t written on lo	~1									
		9) 'SFA 12 NEWS AT	. 430 DM M-E 1	130.5D		-T		20 640.00	0.00 1114		
MG for 12.			4301 101 101-1	130-31 ⁿ			.,	30 \$40.00	0.00 NM		
		ଞା 'SFA 12 News at F	ive 5-530	ìnm		-T		30 \$185.00	0.00 NM		
→ MG for 12.				,ρ,,,,				JU \$105.00	0.00 14141		
[Did not ge	t written on lo	9]									
N11 WSFA 08/20/	16 08/20/16	WSFA 12 News at WSFA 12 News a		Sa 6-7pm		5- :30	1	\$80.00P 4	0.00 NM	0	\$0.00
Start Date	End Date		Spots/Week	Rate	Rating				ı		
Week: 08/15/16	08/21/16		1	\$80.00	0.00						
Spot Ch Date Ra		<u>escription</u> SFA 12 News at Si		End Time		Weekdays			Rtg Type		
	.2,10.3,10.4	0. 7. 7 2 110110 at 0.	× -0/17 00 0-	/ pm		sa-	、	30 (\$80.00)	0.00 10101		
N12 WSFA 08/20/		WSFA 12 News at WSFA 12 News at		10-1030pm	S	5- :30	1	\$175.00P 4	0.00 NM	0	\$0.00
Start Date	End Date		Spots/Week	Rate	Rating						
Week: 08/15/16	08/21/16	S-	<u>ороку и сек</u> 1	\$175.00	0.00						
Spot Ch Date Ra		scription	Start/I	End Time		<u>Weekdays</u>	Leng	th Rate	Rtg Type		
		SFA 12 News at Te	en - Sat 10-10	30pm		Sa-	- :3	30 (\$175.00)	0.00 <i>NM</i>		
	.2,10.3,10.4	IMORA : S.			***************************************						
N13 WSFA 08/21/1		WSFA 12 News @ WSFA 12 NEWS (1030-11P		S :30	1	\$150.00P 4	0.00 NM	3	\$150.00
Start Date	End Date		Spots/Week	Rate	Rating						
Week: 08/15/16	08/21/16	S	1	\$150.00	0.00				1		

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Totals

27

\$3,495.00

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 1571657
 Advertiser:
 POL/Haygood, Lawrence/Mayor

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 Aug 23 Mayoral Election
 WSFA

 Flight Dates:
 08/19/16 - 08/23/16
 Estimate:

Ln Ch Start End	Inventory Code Bre	eak Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N13 WSFA 08/21/16 08/21/16	WSFA 12 News @ 1030po WSFA 12 NEWS @ 1030F		S	:30	1 \$150.00P4	0.00 NM	3	\$150.00
<u>Start Date</u> <u>End Date</u> Week: 08/15/16 08/21/16	Weekdays Spots/W	1 \$150.00	Rating 0.00					
<u>Spot Ch Date Range</u> <u>C</u> 1 WSFA 08/15/16-08/21/16 V		Start/End Time 1030-11P	<u>V</u>	<u>Weekdays</u> <u>L</u> Su		Rtg Type 0.00 NM		
See MG 13.2,13.3,13.4				34	.50 (0700:00)	0.00 7000		
2 WSFA 08/23/16-08/23/16 V	NET OLYMPICS ALL NIGHT VSFA 12 News at Noon	i j I 2-1230pm	-	-Т	:30 \$100.00	0.00 NM		
MG for 13.1 08/21 [program change]								
3 WSFA 08/23/16-08/23/16 A	LABAMA LIVE 11AM	1-1130Am	-	т	:30 \$30.00	0.00 NM		
MG for 13.1 08/21 [program change]								
4 WSFA 08/23/16-08/23/16 S	YN M-F 130-2p	30-2p	-	Т	:30 \$20.00	0.00 NM		
MG for 13.1 08/21 [program change]								
N14 WSFA 08/21/16 08/21/16	NET Olympic Morning WBor	nm 530-10am	S	:30 1	\$20.00P 4	0.00 NM	1	\$20.00
Start Date End Date	Olympics Morning WKen Weekdays Spots/We	eek Rate	Rating			l		
Week: 08/15/16 08/21/16	S	1 \$20.00	0.00					